

IAB Measurement 2020

Background for February 12, 2018 IAB Townhall Discussion

Over the past eight years, the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's) and the Interactive Advertising Bureau (IAB) plus several other industry associations have been working together on the holy grail for our industry—how to measure the impact of advertising. When we began this effort, called “Making Measurement Make Sense,” back in 2011, ninety five percent of measured digital media was based on activity on desktop computers. Seventy percent of all ad revenue came from television. We were dividing our target audiences up mainly by gender, age and geography. 2018 finds us on a different planet in terms of digital content, delivery platforms, revenue streams, audience segmentation, data usage and brand strategy. New challenges have emerged due to the rapid changes in media technology, consumer media consumption habits and commerce. While we have learned a great deal from our measurement efforts, it is time for a reset.

Below we have outlined the fundamental challenges of measurement and the IAB's point of view on how the industry should address them. We look forward to hearing from our colleagues across the industry and debate the suggested action plan beginning at the 2018 IAB Annual Leadership Meeting Measurement Townhall and continuing throughout this year. Our hope is that we can reset the measurement conversation and move the entire industry on a path forward towards increased collaboration and consensus in order to provide the best possible outcomes for the greatest number of participants in the shortest amount of time.

Fundamental Challenges with Measurement

- Media, platform and device fragmentation: We are trying to make measurement work with outdated standards, technology and methodology. The lack of cross-platform measurement leads to undervaluing inventory and is a barrier to marketers optimizing their media buy and ultimately leads to bad user experiences and limited attribution
- Limited value of viewability: Viewability remains important, but the conversation must change to include duration, engagement and impact.
- Inconsistent inventory taxonomy: Audience measurement solutions are distorted and the overall taxonomy is in need of an overhaul to permit better apple to apple comparisons.

- Lack of data transparency: The source and construct of data segments is largely opaque, not allowing buyers to have actionable intelligence on overall quality and rigor of segmentation.
- The rise of the post-impression economy: Mass advertising designed to build awareness or preference is losing value as more and more brands seek attributable activation and long term first party consumer relationships.
- Rigid measurement standards: Consumer behavior continues to rapidly evolve and the industry needs to adapt measurement to the changing marketplace on a regular basis.

IAB Suggested Solutions and Action Plan:

- Establish an industry-led consortium to standardize and pool industry data in order to foster more accurate cross-platform measurement.
- Create new agreed industry measurement standards that include duration and engagement, as well as viewability when valuing impressions.
- Create compliance program to ensure broad adoption of industry standard taxonomy for audiences and data.
- Implement industry compliance program for standardized data collection, acquisition and governance.

Recommendation: The IAB Measurement 2020 Blue Ribbon Panel

Building on the collaboration demonstrated in 3MS, the Open Measurement SKD and most recently JOLT, we propose that a standing cross industry panel is created which is made up of brands, agencies, publishers and technology providers to address the ongoing challenges and solutions to measurement as they arise.